

**SYSTEM AND METHOD FOR EVENT TRACKING ACROSS PLURAL  
CONTACT MEDIUMS**

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Grigore Rusu

**ABSTRACT OF THE DISCLOSURE**

An event tracking system tracks customer interactions to obtain product  
10 information that are made across plural contact mediums and displays an intuitive  
directed graph for analysis of the customer interactions. Each customer interaction is  
logged at each contact medium with a labeled reference associated with the content of  
the interaction, a time stamp and an identifier for the product or product user. An  
event modeling engine analyzes the log to identify contact sessions as contacts by the  
15 same identifier within a predetermined time so that an event tracking graphical user  
interface module prepares each contact session for display as a path of nodes  
interconnected by edges. Selected directed graph characteristics are highlighted, such  
as transitions from one contact medium to another or contact session volumes  
associated with an edge that have a relative volume compared with other contact  
20 sessions.